

ABSTRACT OF THE DISCLOSURE:

Please amend as follows: A customer lead management system that relates to a system and method for collecting and organizing customer-marketing data, which is then made available to business representatives to assess. Specifically, using a computer network, and data on a potential customer's Budget, Authority, Needs, Timeframe, and other related customer data is collected. While this data is being collected, the customer lead management system stores the customer lead data in real-time [instantly], automatically ranking the viability of the customer lead on the interest level of the customer lead and other variable criteria used in the web-based algorithm calculation, and automatically electronically notifies the appropriate company and/or company representative about the customer lead. The resulting customer lead profile record is located in a web server database, and can be accessed and updated in real-time by a portable computer or electronic device that has been web-enabled. The customer lead data is then capable of being accessed via a computer network by various companies that have goods/services that satisfy the needs and requirements of the customer lead. A company representative can be automatically notified when a customer lead profile has been updated.